

QUALIFICATION - CERTIFICATE: MANAGEMENT DEVELOPMENT (SAQA I.D. 62269, NQF LEVEL 5)**MODE OF DELIVERY: DISTANCE LEARNING****DESCRIPTION**

The general purpose of the Certificate in Management Development (CMD) is to provide students with a good balance of the fundamental concepts and applications in the fields of General Management, Business Strategy, Human Resources Management and Financial Management. Several key components of Project Management are also incorporated across the curriculum, providing the edge needed for management in contemporary South Africa.

This qualification is for students who are looking for a foundational qualification in general management. The CMD sets the stage for subsequent, more specialised management training either in a specific area of application or at a higher level. The CMD is also designed to equip applicants with a background in a technical discipline (e.g. pure / applied arts and sciences) with formal management training so as to enhance their career development opportunities. Applicants seeking a springboard into a rewarding management career will find this qualification useful.

ADMISSION REQUIREMENTS

The qualification is aimed at supervisors and/or newly appointed managers or persons aiming at a managerial level. A knowledge, comprehension and application of the English language at NQF Level 4 (Grade 12 or equivalent level) is necessary. In order to determine the curriculum for which a student may register, the Milpark Business School points system applies.

If you matriculated in 2007 or earlier			If you matriculated in 2008 or later	
Symbol	Higher Grade	Standard Grade	NSC Result	Points awarded
A	8	6	90-100%	8
B	7	5	80 -89%	7
C	6	4	70-79%	6
D	5	3	60-69%	5
E	4	2	50-59%	4
F	3	1	40- 49%	3
			30- 39%	2
			0-29%	1
A student who achieves more than 13 points may be admitted to the Certificate in Management Development.			Minimum 17 points on the points system: an achievement rating of 3 (40-49%) or better for two of the compulsory subjects and a rating of 2 (30-39%) or better for any other four subjects.	

RPL access: Access to this qualification may also be gained through the recognition of formal and non-formal prior learning (incorporating experiential learning) at a Further Education and Training Certificate Level 4 or a functional equivalent.

Mature age applicants and applicants with non-South African school-leaving qualifications or previous tertiary education experience will be considered individually by the Director.

Foreign students who do not hold a South African matric certificate need to apply for verification of equivalence with the South African Matriculation Board before entrance can be granted onto the qualification.

Foreign applicants whose first language is not English may be required to provide proof of proficiency in English prior to admission to the qualification.

CERTIFICATION

On successful completion of the qualification, the student will receive a Certificate in Management Development, NQF Level 5.

EXIT LEVEL OUTCOMES

On successful completion of Milpark Business School's Certificate in Management Development, the graduate will be able to apply the knowledge, skills, principles and methods needed to integrate different management disciplines and have a holistic view at a junior management level within the private and/or public sector.

PROGRAMME OUTLINE

Modules offered

CORE

Human Resources Management

In this module, students are taught the fundamental HR theory in areas such as recruitment and selection, performance management, job design and reward management. Other topical issues covered include the management of employment relations, employment equity and diversity management and change management, from an HR perspective. Special attention is also given to training, development and career management as a means of harnessing both personal and organisational growth.

Marketing Management

This module covers the classical marketing knowledge areas including market segmentation, targeting and positioning. It also deals with the management of the marketing mix and consumer behaviour, as well as marketing research. Coverage is also given to services marketing and an introduction to several contemporary marketing issues.

Financial Management

Starting with the role of the financial management function in the organisation, this module provides a functional treatment of financial analysis and its applications in investment decision-making and working capital management. Other main themes include capital structure, financial instruments and financial markets. The focus is more on the interpretation and application of relevant information, rather than mere number crunching.

Management and Leadership

The evolution of leadership theory is fast changing the traditional understanding of management. This module teaches students the importance of leadership using a variety of leadership styles and models. Other topical issues treated include motivation, team management, decision-making, learning and innovation. There is also a slant towards entrepreneurship.

Strategic Management

This module introduces the student to the nature and process of strategic management. Some major themes covered here include environmental analysis, value innovation and strategic leadership. An introduction to operations management is also provided.

ELECTIVE

Project Management

This module presents project management as a unique approach to achieving a company's strategic objectives. Based on the nine project management knowledge areas as espoused in the Project Management Body of Knowledge (PMBok), the module neatly encapsulates all major project management processes. Emphasis is placed on the practical use of relevant tools, and this is reflected both in the course of study and in the assessments.

EXEMPTIONS

Applications for exemptions will be considered where a candidate is deemed to have completed the relevant module/s at the required level of achievement.

ASSESSMENT

Students are required to submit an assignment for each module by the assignment due date which contributes 30% to the final mark. Students will write a final summative assessment at the end of each semester, which contributes 70% to the final mark. Students need to obtain a sub-minimum mark of 40% in the final summative assessment and an overall mark of 50% in order to pass the module.

DURATION

The qualification duration is a minimum of one year and a maximum of three years for distance learning students. Milpark Business School offers non-compulsory support workshops for students studying part time over one year.

2011 start dates:

	Close of registration	Start date
Semester 1	01 February 2011	14 February 2011
Semester 2	13 July 2011	20 July 2011

FURTHER STUDIES

Students who have completed this Certificate may be eligible for admission to the Milpark Business School Advanced Diploma in Management (NQF Level 6) or the Bachelor of Commerce in Banking Management.

ABOUT THE BUSINESS SCHOOL

Milpark Business School offers a range of tertiary qualifications, conditionally accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE). Milpark Business School offers both distance-learning and contact-learning options, and workshops. The qualifications range from a Bachelor of Commerce in Banking Management and Certificate and Diploma programmes to an MBA.

PRICING

Course fees include study material and one assessment. Please contact one of our campuses for more information.

DISCLAIMER

The content of this brochure is accurate at the time of going to print. Milpark Business School reserves the right to change the programme content due to changes in legislation, market requirements and other reasons. Notice of such changes will be published on our website.

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